

Battle of the Belt Tennessee Resource Kit



August 2014



Table of Contents

- Program Summary
- Calendar
- Site Coordinators
- Mandatory Participation Requirements
- School Participation Agreement
- Campaign Outline
- Campaign Outline Plan Examples
- Seat Belt Check Instructions/Survey Forms
- Resources



Program Summary

Introduction:

Battle of the Belt is a statewide seat belt competition for Tennessee high schools. Schools will have unannounced seat belt checks to see how many students are wearing their seat belt. A trophy will be awarded at the end of each school year to the school with the highest percentage of seat belt use and the best educational campaign. Seat belt use percentage will account for 40% and the educational campaign will account for 60% in determining the overall winner. The program was originated in Missouri by the Missouri Emergency Nurses Association and St. John's Hospital. The Missouri Coalition for Roadway Safety, in conjunction with American Family Insurance, took the competition statewide. It was such a huge success that other states started to implement the program. It was determined that the program is evidence-based and is effective in increasing seat belt usage.

The Tennessee Trauma Centers are acting as the site coordinators to implement the Battle of the Belt program in high schools throughout Tennessee. Serving as the lead for this initiative, they are also working with collaborative partners that include AAA East Tennessee, local Children's Hospitals, the Tennessee Department of Education, Tennessee Highway Patrol, the Health Occupational Student's of America (HOSA) organization, and other student groups interested in the program.

Objective:

The *Battle of the Belt* program's main goal is to reduce the number of motor vehicle related injuries and fatalities among Tennessee high school students by increasing seat belt use in Tennessee.

Staffing:

One person in each school serves as the main contact for correspondence and information. Each school determines the numbers of students and teachers necessary for this program. An estimate is 5-6 students minimum, with at least one supervising teacher is recommended.

Student Participation:

A student club or student group should "claim" the project and implement as many activities as they feel necessary to achieve 100% seat belt use for all who access the school property. The educational component is the responsibility of the students and the adult staff. Students in this group decide what education might work best for their peers. Education can be done through driver's education classes, student council, clubs, announcements, newspapers, posters, contests, etc.



Suggested Calendar

November

Submit participation agreement and campaign outline form online by 11:59pm, **Nov. 14th**.

<http://www.battleofthebeltn.org/school-participation-agreement>

First seat belt check should be completed and seat belt check data should be submitted online no later than 11:59pm, **Nov. 21st**.

<http://www.battleofthebeltn.org/seat-belt-check>

The second seat belt check should be no sooner than 30 days after the first seat belt check. Data must be submitted online within 7 days of the seat belt check.

<http://www.battleofthebeltn.org/seat-belt-check>

April

The third and final seat belt check should be completed and data **must be** submitted online by 11:59pm April 1st.

<http://www.battleofthebeltn.org/seat-belt-check>

Education campaign scrapbook should be submitted online by 11:59pm, April 10th. This information will be shared with schools and agencies to highlight your success.

Final Deadline for Seat Belt Check Submissions is 11:59pm April 1

Final Deadline for Education Campaign Submissions is April 10.

ALL Data and Entries should be submitted online at www.battleofthebeltn.org.

Schools are strongly encouraged to keep hard copies of all data collection forms and scrapbook components for future reference and for your records.



Role of the Site Coordinator:

- Identify and partner with a local high school.
- Teach the student group how to conduct seatbelt observational checks.
- Collect school agreement, campaign outline plan, and seat belt check data from your site.
- Ensure data is submitted online at <http://battleofthebeltn.org/> by the program deadline for it to be reviewed and considered for the winners' trophy.
- Facilitate intervention activities as needed for the partnering school.
- Work with your public relations department as needed to identify media opportunities.

Site Coordinators- Are a valuable resource for the school. These individuals have expertise in injury prevention and can assist with presentations on a variety of safety issues that impact high school students. Each participating school is required to have a site coordinator.

To be a Site Coordinator contact:

Terry Love
Terrence.love@tn.gov
615-532-7778

Role of State Injury Prevention Program:

The role of the Tennessee Department of Health's Injury Prevention Program Committee's is to offer technical assistance to the site coordinators, assist in identifying resources for Battle of the Belt and facilitate communication between partners. Final decisions on the winners will be made from the state Injury Prevention Program.



Battle of the Belt

Battle of the Belt Site Coordinators

Agency	Liaison	Phone Number
Monroe Carell Jr Children's Hospital at Vanderbilt	Purnima Unni Purnima.Unni@vanderbilt.edu Lt. Christina Faulkner Christina.Faulkner@tn.gov	615-936-8222 931-766-1425 ext. 166
UT Medical Center	Debi Tuggle dtuggle@mc.utmck.edu Susan Cook srcook@etch.com	865-305-5739 865-541-8622
Erlanger Medical Center	Vanessa Korter vanessa.korter@erlanger.org Kelly Phillips Kelly.phillips@erlanger.org Jana Jackson Jana.jackson@erlanger.org Brandon Smith bsmith@putnamco.org	423-778-6691 - Erlanger 931- 525-2110 –Putnam Co EMS
Holston Valley Medical Center	Thomas "Ray" Heim Thomas.Heim@wellmont.org	423-224-5832 423-224-5894
TriStar Skyline Medical Center	David Kerley David.Kerley@hcahealthcare.com	615-769-3624
Regional One Health	Pamela Finne, MSN pfinnie@regionalonehealth.org Daphene Fitchpatrick, MSN dfitchpatrick@regionalonehealth.org	901-545-8630 901-545-8321
Bristol Regional Medical Center	Sherry Love Sherry.Love@wellmont.org	423-844-2107
Johnson City Medical Center	Carol Jones JonesCR@msha.com Michelle Sparks sparksmg@msha.com	423-431-6831



Mandatory Participation Requirements

November -April

1. **Complete the School Participation Agreement, submit online.**
<http://www.battleofthebeltn.org/school-participation-agreement>
2. **Unannounced Seat Belt Checks** - Battle of the Belt is designed to increase awareness and use of seat belts among high-school students. The program involves three **UNANNOUNCED** observations of seat belt use. (see page 12)
 - The first seat belt check should be done at the start of the campaign before any educational efforts. This is the baseline to work from. The results of the observations will be an indicator of the effectiveness of the Battle of the Belt program. These seat belt checks are **mandatory** and must be completed by the school. The checks will include anyone who is riding in a vehicle that access the school's campus (students, parents & faculty). If it is determined the seat belt check was announced to the students beforehand, it could disqualify your school from participating. The final seat belt check must be completed prior to April 1, so all competition components can be uploaded to the website by 11:59pm, April 1, 2015
3. **Education campaign** - Each school should implement an awareness campaign to increase the use of seat belts in their schools. This campaign may include the use of any of the resources listed in the campaign kit or resources and activities created and produced by the school. The activities do not have to be inside the school building and may include activities at school functions held elsewhere. The education campaign should begin after the first seat belt check and be **ongoing**. (See calendar on page 3.) Each school is required to submit a campaign outline detailing resources and activities used during the campaign. Outlines must be submitted by November 14. Schools should use their site coordinator as a resource when planning activities. They are there to help make this a success.
4. **Site Coordinators**- Are a valuable resource for the school. These individuals have expertise in injury prevention and can assist with presentations on a variety of safety issues that impact high school students. Each participating school is required to have a site coordinator.

To be a Site Coordinator contact:

Terry Love





Terrence.love@tn.gov

615-532-7778



Complete the School Participation Agreement

<http://www.battleofthebeltn.org/school-participation-agreement>

 **BOTB Contest**
 **Education Campaign**
 **School Teams**
 **Resources**

Home » **School Participation Agreement**

! For easier theme development, the theme registry is being rebuilt on every page request. It is extremely important to [turn off this feature](#) on production websites.

View | Edit | Webform | Results | Track

Objective:

The *Battle of the Belt* program's main goal is to reduce the number of motor vehicle related injuries and fatalities among Tennessee high school students by increasing safety belt use in Tennessee.

Staffing:

One person in each school serves as the main contact for correspondence and information. Each school determines the numbers of students and teachers necessary for this program. An estimate is 5-6 students minimum, with at least one supervising teacher is recommended.

Student Participation:

A student club or student group should "claim" the project and implement as many activities as they feel necessary to achieve 100% safety belt use for all who access the school property. The educational component is the responsibility of the students and the adult staff. Students in this group decide what education might work best for their peers. Education can be done through driver's education classes, student council, clubs, announcements, newspapers, posters, contests, etc.

By completing this form, our school agrees to participate in the Battle of the Belt program.

School Name:

Contact Person: *

Contact Title: *

School Street Address: *

City: *

State (abbreviated): *

Zip Code: *

Phone: *

Fax: *

Email Address: *

Initials:
enter initials to submit digital signature

My school will provide a group of students to assist in the program. By signing this agreement, the school agrees to participate in the Battle of the Belt program.

- CAPTCHA: no challenge enabled -

Submit

[Add new comment](#) | [Printer-friendly version](#) | [Send to friend](#)


Calendar

August

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Motor vehicle crashes are the leading cause of death among teens. Use of a seat belt is the single most effective means of reducing that.

Partners





UT THE UNIVERSITY OF TENNESSEE MEDICAL CENTER


Wisdom for Your Life.


- [Seat Belt Check Data](#)
- [Becoming a BOTB School](#)
- [Seat Belt Check Instructions](#)
- [Seat Belt Check Summary](#)
- [BOTB Campaign Outline Plan](#)
- [BOTB Resource Kit](#)
- [School Agreement Form](#)

Social Network

 [Find us on Facebook](#)

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 [Follow us on Blogger](#)

Battle of the Belt TN email
 BATTLE OF THE BELT, Tennessee Resource Kit 2013



Complete the Campaign Outline Plan

Submit online: www.battleofthebeltn.org/campaign-outline-plan

Get Started planning right away! Schedule your events as soon as possible. Please list all resources and activities you plan to use in your campaign:

- Guest Speakers
- Morning Announcements
- Presentations
- Contests
- Community Outreach
- Poster Contest, Display Posters
- Brochures
- Seat Belt Checks

Submit your plan before **November 14, 2014**. Contact your site coordinator for more information.

Campaign Example

Program activities

Dates of Activities

Unannounced seat belt checks

Give promotional items provided by the Injury prevention program for wearing seat belts.

November, January, March

Pledge cards

Students sign seat belt pledge card.

October

Fliers

The _____ club placed fliers on windshield of every car in parking lot.

Ongoing

Posters

_____ club made and hung posters reminding students to “Buckle Up.” Posters provided by _____ were also hung around the school.

Ongoing

Speakers

Speaker _____ spoke at our school assembly.

Ongoing

Demonstrations

Mock crash demonstration/presentation by the local fire department.

Ongoing

Morning and afternoon announcements

Daily reminders were given to the students via announcements.

Ongoing



Seat Belt Check Instructions

- A pairing of students should stand at the entrance or exit of each school parking lot 30 minutes prior to school starting.
 - **Select one location and one time of day for all three seat belt checks.**
- Record findings on seat belt check sheet (page 9).
- Mark N if occupants do not have their seat belt on...or if the seat belt is not being worn correctly.
- Mark Y if their seat belt correctly in place.
- Add up the YES or NO Students.
- **Submit Seat Belt Check Data online** www.battleofthebeltn.org/seat-belt-check

Repeat this process for each seatbelt check:

- use the same student monitors if possible
- at the same locations
- during the same time of day
- for the same amount of time

***** Consistent location and duration of checks will ensure that a similar number of cars are checked each time.**

***** Optimum observation months would be:**

- **November**
- **January**
- **March**

*******Submit Seat Belt Check Data online** www.battleofthebeltn.org/seat-belt-check



Battle of the Belt

Resources

Following is a list of possible resources for your education campaign. You are responsible for contacting and scheduling all speakers and presentations at your school.

Tennessee Governor's Highway Safety Office: <http://www.tdot.state.tn.us/ghso/>

The Tennessee Governor's Highway Safety Office (GHSO) is the focal point for highway safety issues in Tennessee. GHSO provides leadership by developing, promoting, and coordinating programs; influencing public and private policy; and increasing public awareness of highway safety

Tennessee Department of Health: <http://health.state.tn.us/>

The Division of Family Health and Wellness supports efforts to improve the health of Tennesseans. The Injury Prevention Programs focus on preventing injuries and fatalities in Tennessee.

National Highway Traffic Safety Administration: www.nhtsa.gov

This website has a wealth of traffic safety information and materials available free of charge. Look in the traffic safety materials catalog.

AAA Tennessee: www.aaa.com

An automotive club that works to ensure traveler's interests in highway and traffic safety, energy, transportation infrastructure and environmental policies.

AAA Foundation for Traffic Safety: www.aaafoundation.org

National Safety Council: nsc.org

The National Safety Council is a nonprofit, nongovernmental, international public service organization dedicated to protecting life and promoting health. NSC has several publications on teen driving.

Tennessee Highway Patrol: <http://www.tn.gov/safety/thp.shtml>

The Tennessee Highway Patrol has contacts in all regions of Tennessee. The Tennessee Highway Patrol can provide a vehicle that simulates a rollover and what happens when you are not belted, goggles that demonstrate driving under the influence, or presentations on driver safety. The website has contact information for all district offices.